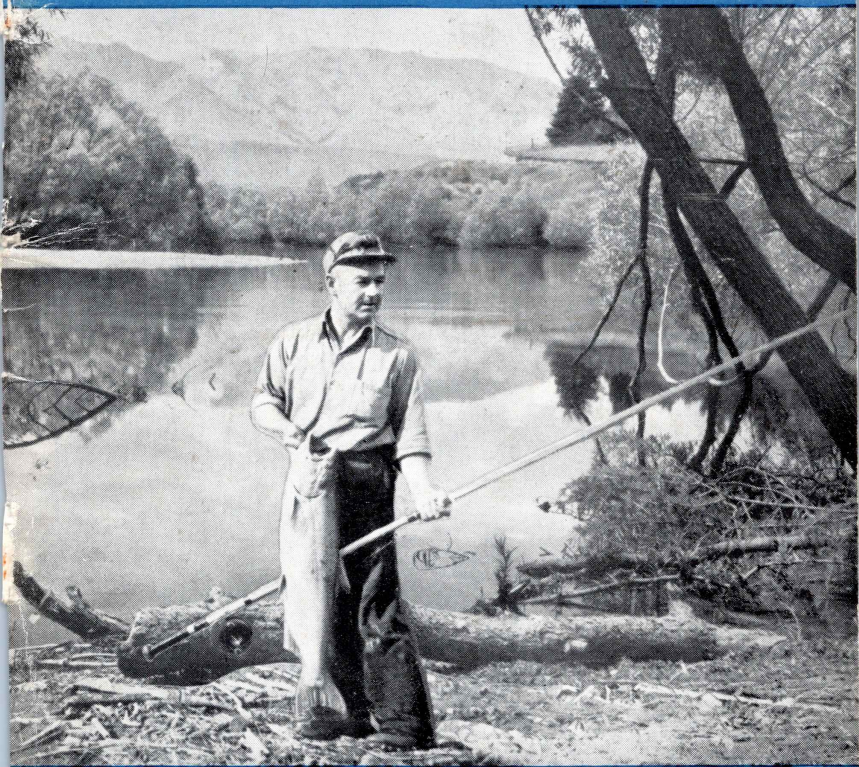


ASHBURTON

Guide Book



SOUTH ISLAND NEW ZEALAND



TRAVEL WITHIN NEW ZEALAND

*Simplified...
Trouble free...*

From North Cape to the Bluff, New Zealand offers the traveller an amazing number of strange and enticing things to see and never to forget.



Throughout New Zealand the N.Z. Government Tourist Bureaux and its Agents can be of assistance to travellers—they offer helpful and intelligent information and a complete travel service.



To those who are visiting these shores, and to New Zealanders—whether you require accommodation at one of the world famous Government Tourist Hotels or are travelling on business, let the N.Z. Government Tourist Bureaux make YOUR travels really trouble-free.



Make Your Travel Headquarters

Your nearest **N.Z. GOVERNMENT
TOURIST BUREAU**

Bureaux at Auckland, Wellington, Christchurch,
Dunedin, Invercargill, Rotorua, Te Aroha.
AGENCIES THROUGHOUT NEW ZEALAND.



ASHBURTON

SOUTH ISLAND
NEW ZEALAND



Memorial to John Grigg of Longbeach

Copyright

**THE SOUTH ISLAND PUBLICITY ASSOCIATION
OF NEW ZEALAND (INC.)**

1954



An airview east across Ashburton to the Ashburton River and the sea.

V. C. Browne

ASHBURTON DISTRICT

IN THE HEART OF CANTERBURY lies the Ashburton County, an area of some 2,458 square miles bounded by the Southern Alps and the Pacific Ocean, and by the great Rakaia and Rangitata Rivers. From the foothills of the Alps the country extends in one level plain, forty miles long and some thirty-six miles wide, unbroken in its flatness, and with a regular fall to the sea of thirty feet per mile. Over two million sheep graze on this fertile land and the acreage given to the growing of cereals has earned the district its name of "The Granary of New Zealand".

Long summers and short winters of sharp frosts and sunny days give a healthy invigorating climate. The average annual rainfall varies from twenty-five inches near the coast to forty inches under the hills, and this is supplemented by the most complete system of irrigation water races anywhere in New Zealand.

Farming in the Ashburton district is said to be the most highly mechanised in New Zealand, and such modern methods, with the aid of irrigation, have enabled production to be increased three-fold in recent years. Besides being an important wool producing area, Ashburton County is also a great fattening district, and every year imports thousands of store sheep from less favoured areas to put on the finishing touches that have earned "prime Canterbury" such a high reputation on the British market. Although wool, frozen lamb and mutton, are the backbone of the pastoral industry there has been a rapid increase in dairying and the benefits of irrigation are expected to bring further expansion. The district has long been celebrated for the quality of its livestock and breeders of stud animals have always been numerous.

Wheat, oats, barley, linseed, peas, linen-flax, and grass seed grow abundantly in the fertile soil of mid Canterbury. An average yield for wheat is thirty-five bushels and for oats over forty bushels per acre, but up to seventy-five bushels of wheat and 120 bushels of oats per acre are on record.



V. C. Browne

Highbank Power Station on the Rakaia River

The water race which feeds Highbank is used also for irrigation on its journey of 45 miles from the Rangitata. This page is presented by ASHBURTON ELECTRIC POWER BOARD.

When the district was first settled no trees grew on this flat expanse of tussock country; now the sweep of the plains is everywhere broken by fine plantations. Many hundreds of acres have been planted by the County Council; shelter belts stretch for miles across the country, and private plantings everywhere surround the homesteads. The timber resources of the district are already most valuable.

The attractions for sportsmen are many. The rivers, lakes, and swamps are home of native duck, swan, and pukeko, and the introduced mallard duck and Canadian geese. In the hills, chukor (a partridge from the Himalayas, first liberated in the Ashburton County), are well established. Red deer have also multiplied to such an extent that they may now be shot without restriction. The river mouths produce sea run trout of large size and the fame of the county's salmon is wide spread. The upper reaches are well stocked with brown trout, and in the lakes are rainbow and brown trout and land locked quinnat salmon.

In winter the lakes provide ice skating under ideal conditions and within easy reach. The snow covered foothills attract ski-ers and in the summer the great mountain ranges of the Southern Alps test the skill of trampers and mountaineers.

SOME FACTS AND FIGURES

Ashburton is the second largest county in New Zealand and is larger than any English county except Devon and Yorkshire. The population of the county is 10,400 and that of Ashburton Borough over 8,000. The total area of the county is some 1,600,000 acres, of which 1,312,651 acres are occupied and some 688,397 acres under cultivation. The district produces about one third of the wheat grown in New Zealand and one seventh of the oats. Crop acreages, based on 1951-52 statistics, are: wheat, 24,000 acres; oats, 9,500 acres; barley, 7,300 acres; peas, 4,000 acres; linseed, 12,000 acres. The total green fodder grown amounts to some 31,500 acres, root crops 7,500 acres, and the total area of grass grown, 53,038 acres. Livestock include 2,428 horses, 22,287 cattle, 6,200 cows, 2,658 pigs, and an amazing total of 2,124,617 sheep, including lambs and breeding ewes. The area served by the county water scheme is some 604,000 acres.



Feeding the Swans, Ashburton Domain

M. R. Muir

Presented by SNOWDROP ICE CREAM, East Street, Ashburton, renowned for their high quality products. Among their many novelties are the ever-popular fruit sandwiches.



Ashburton Street Scene

M. R. Muir

This view of tree-shaded East Street is presented by TODD'S DRAPERS LTD., where service and courtesy make shopping a pleasure.

THE BEGINNINGS

THE FIRST RESIDENTS of Ashburton were the Turton family—William Turton, his wife, and their infant son and daughter—who arrived early in 1858 and built a house on the north bank of the Ashburton River. Turton obtained a lease of 300 acres from the Canterbury Provincial Council and a licence was granted for the house on condition that accommodation was provided for travellers and that the licensee should be responsible for piloting wayfarers across the river.

A single plough furrow, made by Dobson, the Provincial Surveyor, was the only indication of a route from the Rakaia to the Hinds. Through the then marshy country on which Tinwald now stands, and away towards Winslow, small strips of white calico fastened to the manuka bushes served as a guide to travellers. The rivers were the biggest obstacles to the pioneers crossing the plains and required great skill and care on the part of the fordsman.

Turton's Accommodation House became quite famous (it survived till 1886) and as many as 80 people were known to camp down under the old roof in a single night. The charges were three shillings a meal and another three shillings for some place in which to sleep. Turton also planted the first trees in Ashburton: poplars and gums which stood till 1885 when they were felled to make way for the northern approach of the traffic bridge.

In those days a Mr Bain had the contract to carry mails between Christchurch and Timaru and used to make the trip once a fortnight, spending a night on the way at Turton's. Bain used to carry a heavy load of merchandise to sell to the scattered settlers and station hands who would come down to meet him along his route, and his periodical arrival in Christchurch with news from the south was always quite an event.

There were still very few settlers in 1864 when Robert Park surveyed and laid off the boundaries of Ashburton, and soon afterwards a notice appeared in



A handsome Ashburton Church

Stewart Studios

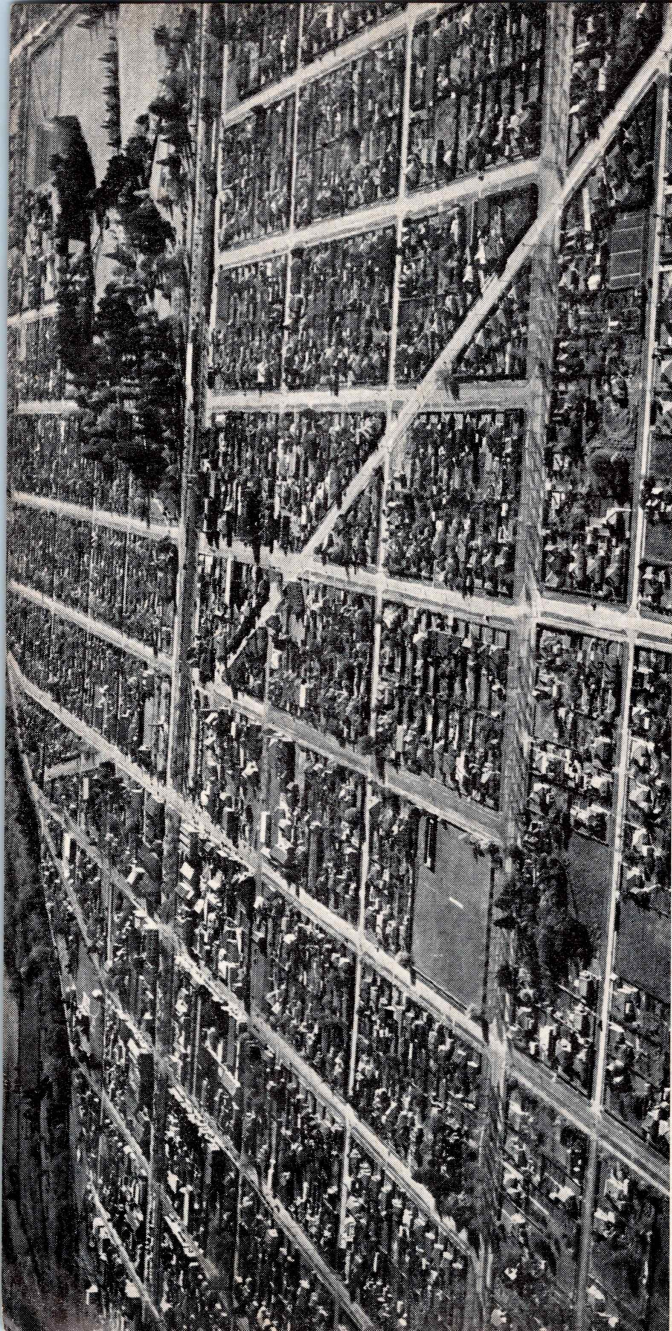
A floodlit night photograph of the Church of the Holy Name, a fine ecclesiastical structure in brick. This page is presented by CRUM BROS. LTD., Brickmakers and Building Contractors, Kermode Street, Ashburton.

the Provincial Gazette proclaiming Ashburton a township. The settlement was named after Baron Ashburton, who as the Hon. Francis Baring, had been a prominent member of the first New Zealand Land Association founded in 1837 by Edward Gibbon Wakefield to encourage the systematic colonisation of New Zealand.

But traffic between Christchurch and the south began to increase as Cobb & Co.'s coaches came in to the route; soon the old accommodation house had a rival, called the "New Inn"; more houses sprang up, a police constable was installed, and Ashburton's first local body was formed—the Road Board that governed the town for fifteen years.

The next important step in the development of Ashburton was the opening up of railway communication, gradually from Christchurch to the Selwyn, then to the Rakaia, and in August 1874 to Ashburton. In the same year the first Domain Board was elected to control the 95 acre reserve set aside when the town was surveyed. The coming of the railways and the successful development of the frozen meat trade meant that the progress of the town and district was assured. Towards the end of 1876 the boundaries of the present county were defined and the first county councillors met in 1877 under the chairmanship of W. C. Walker, later a Minister for Education. The same year, the Ashburton Mail, the town's first newspaper, was published.

The population was increasing rapidly and so popular had Ashburton become that an immigration barracks was built to accommodate the new arrivals until they could build houses of their own. In April 1878 an application to have the settlement made a borough was declined as the number of residents was not sufficient, but a few months later, so quickly was the town growing, the population reached the required figure and Ashburton was declared a borough. In September the first meeting of the Borough Council was held, with Thomas Bullock as the first mayor.



An airview, looking west across central Ashburton

This view of the home of "Holly" Products is presented by BUCHANANS (FLOUR MILLS) LTD., manufacturers of Holly rolled oats, pre-cooked oatmeal, Grainus breakfast cereal, self-raising flour, and self-raising cake flour. The mill was established in 1906 and is located in the top left corner of the photograph.

V. C. Browne

ASHBURTON

ASHBURTON, the commercial centre of mid Canterbury, is situated on the northern bank of the Ashburton River, with the suburb of Tinwald on the south side of the river. It is 53 miles from Christchurch and 47 miles from Timaru. The present population of the borough is over 8,000 which shows an increase of some 10 per cent. since the census in 1947.

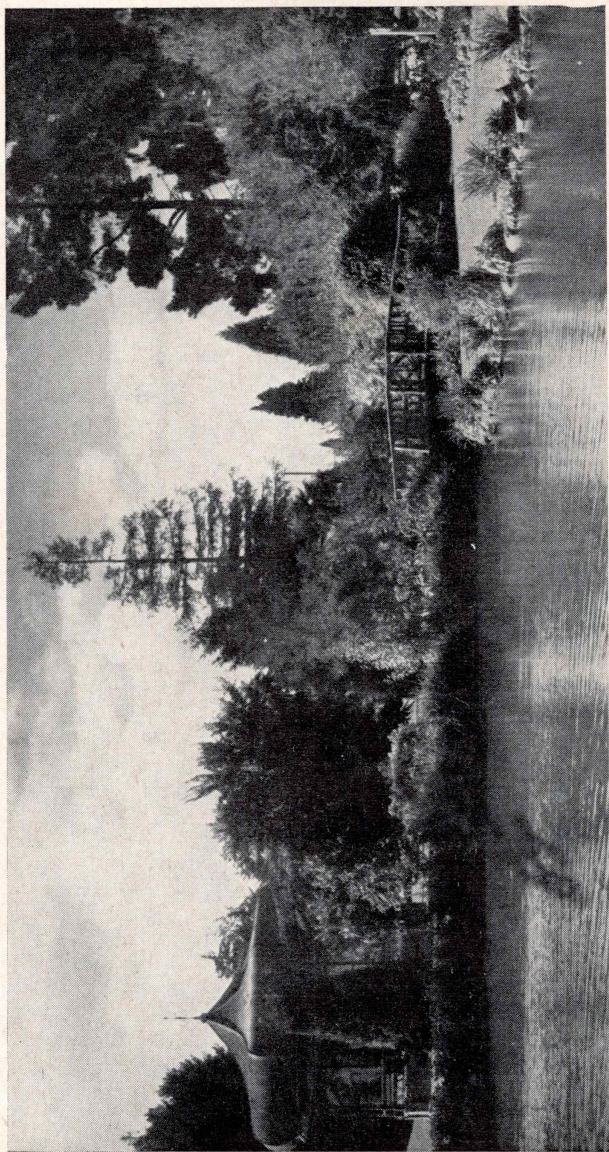
The main north-south railway and motor highway run through the town and the Ashburton airport is now linked to Christchurch by regular service. The port of Lyttelton is only 60 miles distant, and the district has an alternative port in Timaru. Most of the rural areas are served by good roads, electric power, telephone, and mail deliveries.

Ashburton is the market town for one of the richest agricultural and pastoral districts in New Zealand. Vast irrigation schemes, some of which were started a number of years ago, will bring still further tracts of land into cultivation and this will be reflected in the growth of the town.

The town is well planned, with wide streets and an orderly layout. There are many fine buildings, both commercial, public, and residential, while the attractive and tidy suburbs are often commented on by visitors. Ashburton has many amenities which are not readily available in other towns of similar size in New Zealand, and perhaps its chief asset is the Domain with its gardens, playing areas, and trees, which is without doubt one of the finest in the country. Indeed, everywhere throughout the borough the visitor is aware of the resident's love for trees and gardens.

First class hotel accommodation is available in Ashburton and also at Hinds and Mount Somers. There are two well equipped motor camps in the town and good service facilities for visiting motorists.

Ashburton enjoys a sunny, healthy climate. It is backed by a rich countryside and is becoming increasingly a home for industry. It has ample room in which to expand.



Stewart Studio

In the Ashburton Domain

This page is presented by ASHBURTON IMPLEMENT SERVICES LTD., whose modern Service Station and Garage is situated on the main highway at Ashburton, within two minutes' walk from the Domain and Gardens.

ASHBURTON DOMAIN AND GARDENS

Situated in the heart of the town, the Ashburton Domain and Gardens which cover 95 acres are a wonderful asset to the borough and a living memorial to the vision of the pioneers who set aside such a generous area for the enjoyment and recreation of generations to come. The first Domain Board was elected in 1874 and appointed W. W. Smith curator. The land had been reserved in the original survey of Ashburton ten years before.

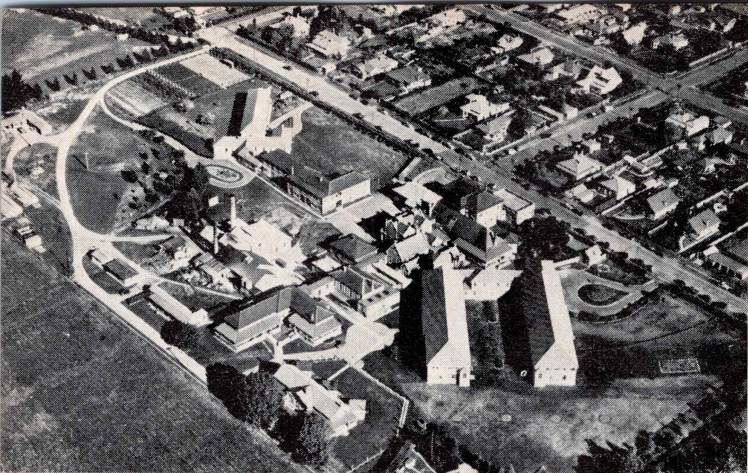
The visitor will at once notice the magnificent specimens of English and American trees, many of which are between seventy and eighty years old, and which give a mellow background to the whole reserve. Trees were liberally planted over the whole area in the early days, and the gradual thinning and selection of trees has resulted today in some of the best specimens (particularly of American conifers), to be seen in New Zealand. The wide sweeping lawns and the vistas formed by these great trees give a characteristic beauty to the Gardens. Three large lakes which are linked and spread naturally through the middle of the domain are also one of its attractions.

The Gardens, situated on the eastern frontage of the park and entered from the main gates on West Street, cover some forty acres. They have been developed during the years until they are now among the most varied and colourful in the country.

Recreational areas have been generously provided for: adjoining the gardens are two bowling greens, three croquet courts, and twelve grass tennis courts. Further on, the oval encircled by an asphalt cycle track caters for summer and winter sports, marching and band displays, and other functions. West of the oval are a further four croquet greens and six baseball courts, four of which have been recently laid down in asphalt. Across the drive is a five acre camping ground, well sheltered with trees and situated near one of the lakes, giving it a most picturesque setting. The north-western block of land between West Street and Oak Grove comprises approximately forty acres and is the main sports area. Here are five football fields, four cricket fields, four hockey fields, and space for softball and archery.

Almost in the centre of the domain, between the gardens and the main sports area, is a large car park, access to which is gained by entering at the corner of West Street and Walnut Avenue. This car park brings all portions of the domain within easy walking distance.

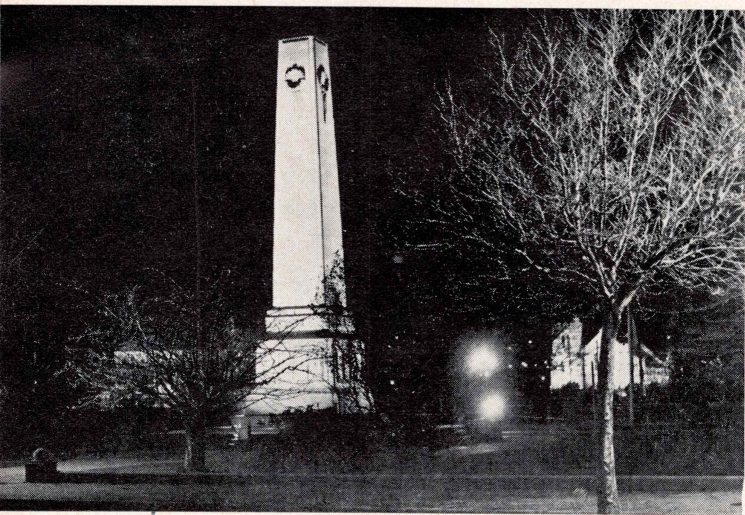
Many hundreds of thousands of daffodil bulbs have been naturalised in the lawns surrounding part of the oval and across the drive leading to the top lake; they provide a magnificent sight during September-October. Children's playgrounds and picnic areas are also included in this delightful domain, which caters so generously for all, as it was meant to do by the men and women who had the vision to reserve such a large area, which must be unique in New Zealand for a town the size of Ashburton.



The Ashburton Public Hospital

V. C. Browne

Presented by HALLENSTEIN BROS. LTD., East Street, Ashburton, where you will always find an excellent selection of men's and boys' wear.



Ashburton's War Memorial

Stewart Studio

A view of the memorial floodlit at night, presented by CALDER & KERR, Booksellers and Stationers, East Street, Ashburton.

PUBLIC LIBRARY

The Ashburton Free Public Library is situated on Havelock Street and provides free lending for adults and children in reference, reading, and newspaper sections. Hours: Monday to Thursday, 10.30 a.m. to 12.15 p.m., 1.15 to 5.30 p.m., 6.30 to 9.15 p.m., Friday, 10.30 a.m. to 12.15 p.m., 1.15 to 5.30 p.m., 7 to 9 p.m. All departments are closed on Saturdays and Sundays. Telephone 7 for enquiries.

CAMPING GROUNDS

Situated in the Domain, entered from the corner of Grigg and Elizabeth Street, the borough camping grounds provide all facilities, including gas and electric rings, showers, conveniences, and power leads for caravans. The surrounding trees give good shelter and pleasant surroundings. Charges: 3/- first night, 2/- each following night, or 12/6 per week. Parking fees, 1/- per night.

The Coronation Park motor camp is situated on the main highway about half a mile north of the shopping centre. It is a sunny, well-sheltered position, and the camp is equipped with cabins, hot and cold showers, electric points and caravans' plug-ins, and canteen. The owner-caretaker lives on the grounds.

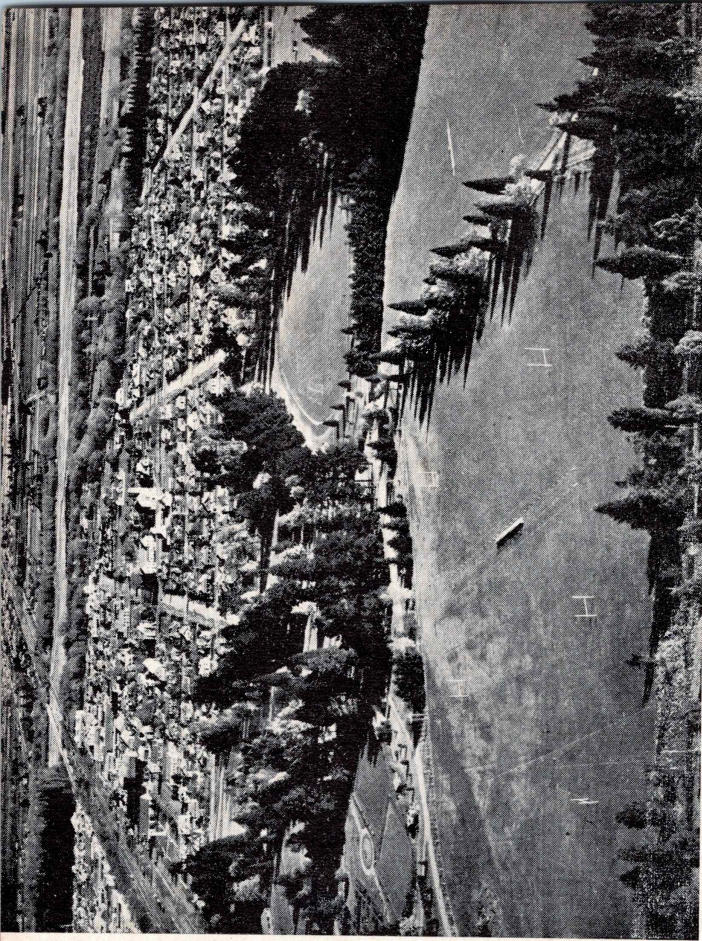
ASHBURTON PUBLIC HOSPITAL

The Public Hospital is in Elizabeth Street, adjoining the north-west boundary of the Domain. Since 1879 when the first hospital buildings were erected it has expanded to meet the needs of a growing population, and today 180 beds are provided, including the maternity ward. During 1943-44 considerable extensions were made, when three 30 bed wards and one 21 bed maternity ward were built and a 40 bed addition made to the nurses' home. The older wards have recently been modernised and their amenities compare favourably with the high standard of the newer wards. Ample space is available for future extensions.

ASHBURTON COMMUNITY CENTRE

Since its foundation in 1948 the Ashburton Community Centre has played a very useful part in the life of the town. The present building is situated in Tancred Street and was previously used as club rooms by the Returned Services Association. It is a large building and in most ways meets the needs of such an organisation but it is hoped in time to have more space available and thus make possible an extension of the Centre's activities. Rooms, large and small, provide meeting places for a large number of Ashburton clubs and societies, and the building also houses the Ashburton Creche, which is greatly appreciated by mothers of town and country. The Adult Education Department of Canterbury University College has given much assistance to the Centre in fostering cultural interests. The project of building an indoor sports hall has been sponsored by the Centre.

This page is presented
by DRUMMOND &
ETHERIDGE, Garage
Proprietors, Ashbur-
ton. Dealers for Morris
and Dodge cars and
trucks, and Nuffield
tractors and farm
equipment.



An airview across the Domain towards the town of Ashburton

INDUSTRY

Most of the industries within the borough are associated with the primary produce of the district, but secondary industries are of growing importance. These include woollen mills, flour mills, knitwear and hosiery factories, brick kiln, joinery and timber works, concrete making factories, and grain stores. In the borough are suitable areas for industrial development, with full facilities such as electric power, water supply, drainage, and easy rail, road, and air access. Secondary industries within the county include coal mines, lime works, dairy factories, linen flax factories, and exporting freezing works. In the district too are extensive quantities of silica sand, (used for glass making in a factory near Christchurch), perlite, and other mineral deposits suitable for certain industries. Ample room, level land, and easy transport seem likely to attract an increasing number of industries to Ashburton.

ENTOMOLOGICAL RESEARCH STATION

This sub-station of the Department of Scientific and Industrial Research was established in 1946 to find a control for the long-standing problem of grass grub damage to farm pastures. The phenomenal success of the research in this sphere has resulted in widespread adoption of control measures throughout the Dominion, giving increased production conservatively estimated at £10,000,000 annually. Though continuing grass grub and insecticide research, the station has now widened its scope to include general insect pests of economic importance. There is a staff of four, and interested persons and groups are welcome as visitors, by arrangement. A road sign at the northern end of Ashburton shows the station's location in Princes Street.

WINCHMORE RESEARCH STATION

This irrigation research station, which was inspected by H.R.H. the Duke of Edinburgh during the royal visit to New Zealand of 1953-4, is situated 12 miles north-west of Ashburton and five miles from the Christchurch-Ashburton highway. Sited on soil typical of much of the light land of Canterbury, the station is well placed to investigate the possibilities and problems of irrigation. The Dairy Unit (150 acres) carries 85 cows and replacements; butterfat production approximates 150lbs. per acre. On the Mixed Farm a fat lamb flock of 1,050 ewes with replacements is maintained. Crops include wheat, lucerne, rape, swedes, and turnips. The Research Unit (250 acres) investigates many aspects of irrigated and dryland farming. Investigations include pasture management on dry and irrigated land, irrigation of lucerne and arable crops, sheep management, and soil fertility under irrigation.

Intending visitors should write to the Winchmore Irrigation Research Station, Private Bag, Ashburton (Telephone 205K), or to the Fields Superintendent, Department of Agriculture, Christchurch.

MID-CANTERBURY

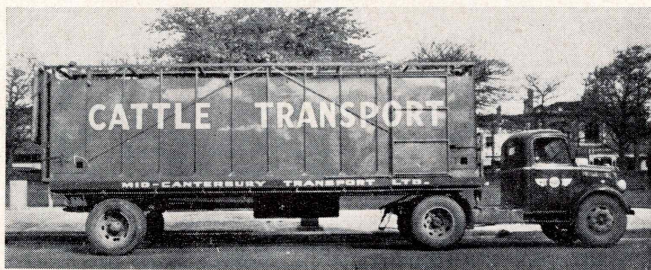
THE BIGGEST TRANSPORT COMPANY IN N.Z.



Modern buses provide transport in Ashburton, school bus runs, and contract trips anywhere in the South Island.



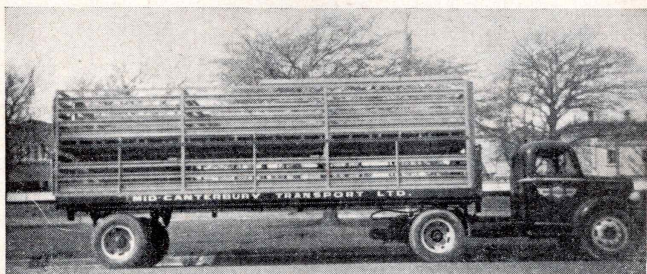
Five up-to-date taxis giving courteous efficient service are available for private hire.



Four conveyances for cattle have been built to serve the district's growth in cattle farming.

TRANSPORT LTD.

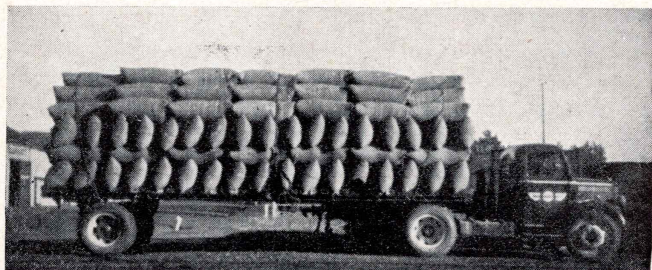
A FLEET OF OVER ONE HUNDRED VEHICLES



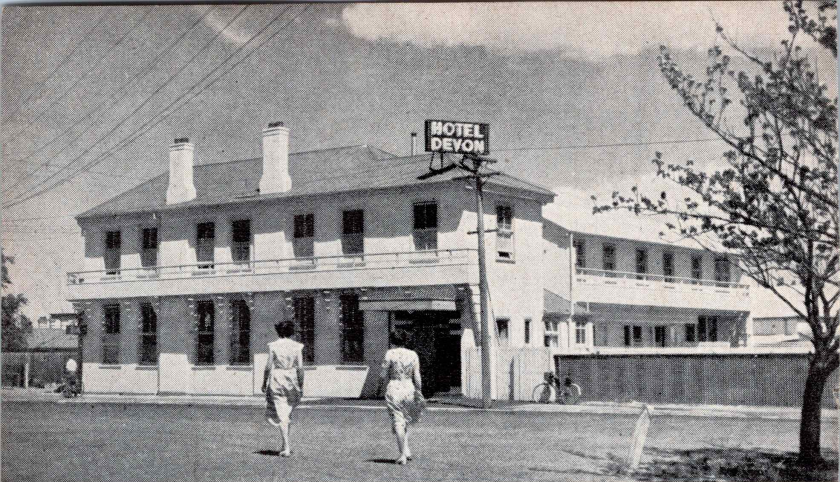
Large well-designed sheep trucks convey more than half a million sheep annually, quickly, efficiently, and safely.



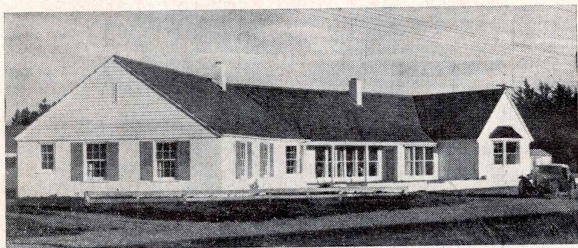
Furniture removals are carried out by modern vans and can be arranged by air throughout N.Z.



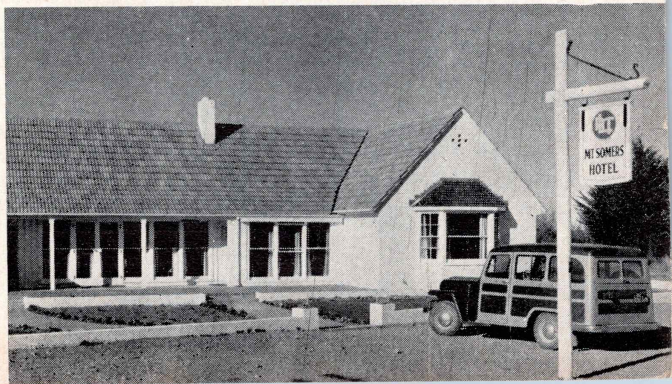
Over half a million sacks of wheat from "The Granary of New Zealand" are carried every year.



The Hotel Devon, Ashburton, graded four star has 27 bedrooms accommodating 38 guests.

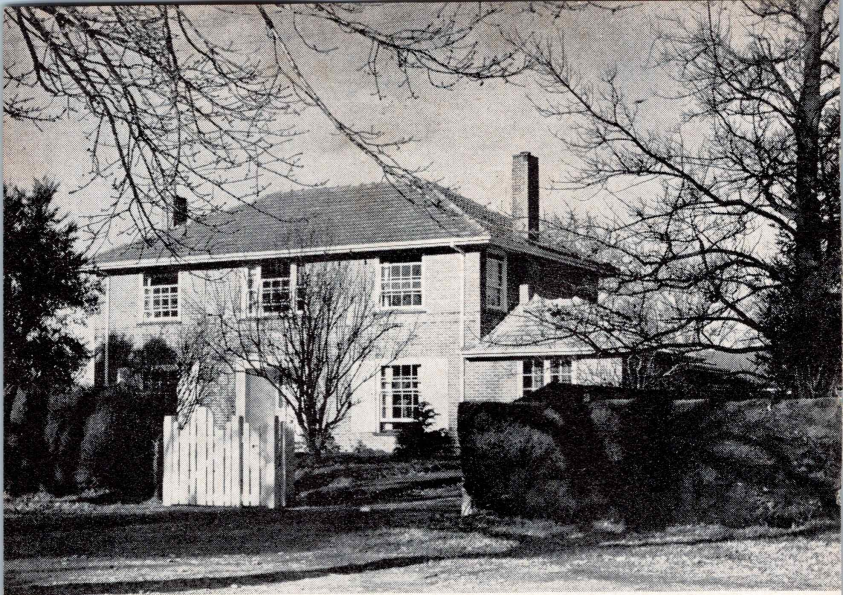


(Above) The Wayside Inn at Hinds on the main south road. Three star plus. Large dining room. Morning and afternoon teas catered for. Identical is at Mount Somers (below) near the fishing lakes.

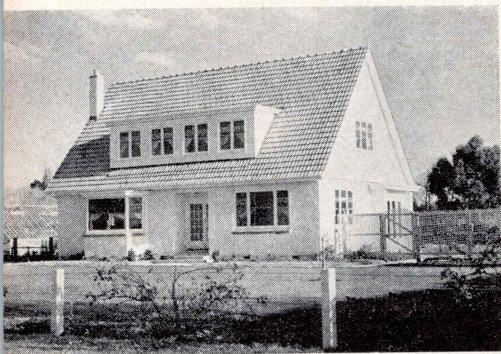


A SHORT DIRECTORY

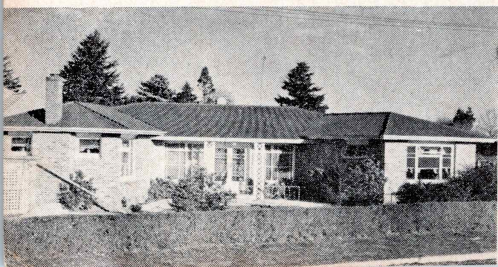
- Post Office:** East Street. Monday to Friday 8.30 a.m. to 5.30 p.m.
Saturday 9 a.m. to 11.30 a.m.
- Post Office Savings Bank and Money Order Office:** East Street.
Monday to Friday 9 a.m. to 4 p.m.
- Banks:** Monday to Friday 10 a.m. to 3 p.m. **Bank of New Zealand,**
East Street. **Bank of New South Wales,** Burnett Street.
Commercial Bank of Australia, Burnett Street. **National Bank**
of New Zealand, Tancred Street. **Australia and New Zealand**
Bank, corner East and Tancred Streets.
- Railway Station:** East Street. Telephone 72.
- Justice Department:** Courthouse, Baring Square west. Telephone
68.
- Borough Council:** Municipal Chambers, Havelock Street. (Town
Clerk, H. C. Childs). Monday to Friday 9 a.m. to 5 p.m.
Telephone 7.
- County Council:** Baring Square east. (County Clerk, C. Campbell).
Monday to Friday 9 a.m. to 4 p.m. Telephone 17.
- Tinwald Town Board:** Burnett Street. (Clerk, J. B. Nicoll).
Monday to Friday 9 a.m. to 5 p.m. Telephone 61.
- Public Library and Reading Rooms:** Havelock Street right-of-way.
Monday to Thursday 10.30 a.m. to 12.15 p.m., 1.15 p.m. to
5.30 p.m., 6.30 p.m. to 9.15 p.m. Friday 10.30 a.m. to
12.15 p.m., 1.15 p.m. to 5.30 p.m., 7 p.m. to 9 p.m.
- Ashburton Licensing Trust:** Baring Square west. Telephone 1093.
- Ashburton Creche Assn.:** Tancred Street. Secretary, Mrs W. F.
Mulligan. Telephone 226M.
- Ashburton Community Centre:** Tancred Street. Secretary, E. Balch.
Telephone 1037.
- Ashburton Chamber of Commerce:** Secretary, J. P. McDonnell,
Havelock Street. Telephone 1139.
- Automobile Association (Canterbury):** Burnett Street. Secretary,
J. Bathgate. Telephone 416.
- Ashburton Hospital Board:** Elizabeth Street. Telephone 36.
- Ashburton Electric Power Board and Gas Company:** Kermode
Street. Telephone 150.
- Ashburton Agricultural and Pastoral Assn.:** Secretary, J. P. McDon-
nell, Havelock Street. Telephone 1139.
- Mayfield Agricultural and Pastoral Assn.:** Secretary, L. Doyle, May-
field. Telephone 31D.
- Methven Agricultural and Pastoral Assn.:** Secretary, D. McDonald,
Methven. Telephone 61K.
- Cavendish Club:** Havelock Street. Secretary, Mrs H. N. Armstrong.
Telephone 279S.
- Ashburton Working Men's Club:** Burnett Street. Secretary, E.
Loftus. Telephone 4.
- Ashburton Rotary Club:** Secretary, H. J. Johnston, 39 Wills Street.
Telephone 497.



Ashburton is known for its tidy suburbs and houses.



Some typical Ashburton homes



Acknowledgment is made here to the Ashburton Borough Council and also the County Council whose generous help has made possible the production of this Guide Book.

Stewart Studio

- County Club:** Tancred Street. Secretary, R. M. Chilton. Telephone 76.
- Ashburton Scottish Society:** Secretary, R. W. Thompson, 77 Ker-mode Street. Telephone 835.
- Ashburton Returned Services Assn.:** West Street. Secretary, D. Wood. Telephone 112.
- Ashburton Acclimatisation Society:** Secretary, J. B. Nicoll. Telephone 61.
- Ashburton Trotting Club:** Secretary, J. B. Nicoll, Burnett Street. Telephone 61.
- Ashburton Racing Club:** Secretary, J. B. Nicoll, Burnett Street. Telephone 61.
- Tuarangi Home:** Master, N. Corbett. Telephone 355.
- St. John's Ambulance:** Tancred Street. Secretary, H. D. Johnston. Telephone 497. Club rooms, telephone 128.
- Ashburton Mail and Guardian:** Burnett Street. Telephone 39.
- Police Department:** Kermode Street. Telephone 44.
- Traffic Department:** Baring Square east. Telephone 1019.
- Plunket Rooms:** Triangle, Victoria Street. Telephone 582.
- Women's Rest Roms:** Havelock Street east.
- Ashburton Repertory Society:** Secretary, W. P. Drummond. Telephone 696M.
- Ashburton Veterinary Club:** Burnett Street. Secretary, Dalton and Balch. Telephone 1037.
- Canterbury Aero Club** (Mid Canterbury Branch): Secretary, D. R. Davies, telephone 438K. Club rooms, telephone 711R.

TRANSPORT

- Government Tourist Office:** Agent, C. Denham, Burnett Street. Telephone 600.
- Mid Canterbury Transport:** West Street. Telephone 408.
- N.A.C.:** Agent, C. Denham, Burnett Street. Telephone 600.
- Railway Road Services:** Railway Station. Telephone 72.
- Webb's Motors:** Havelock Street. Telephone 1104.

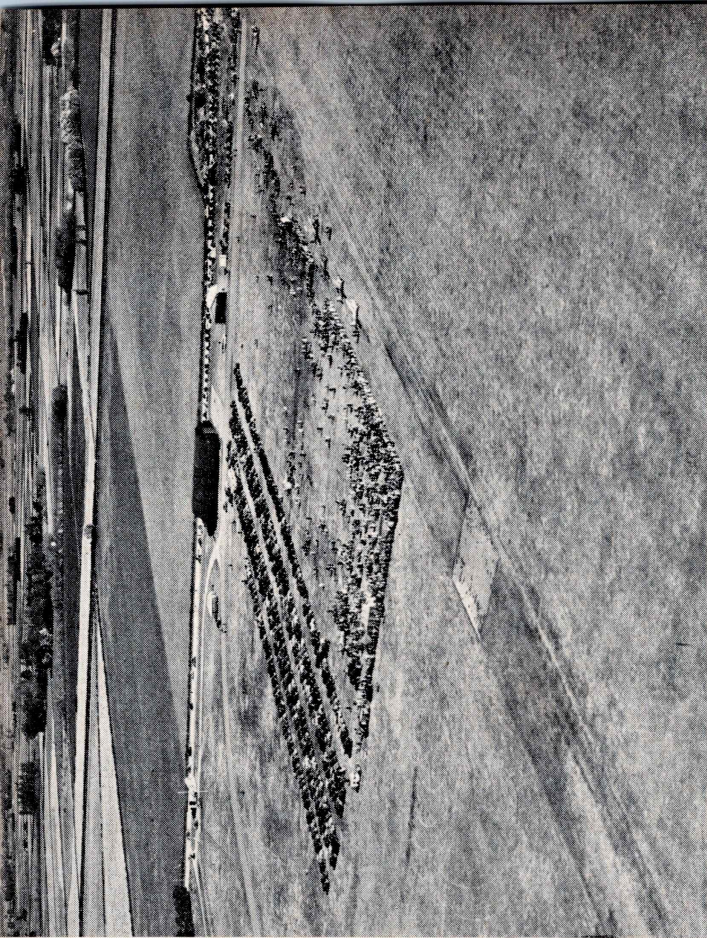
EDUCATIONAL

- Ashburton Technical High School:** Cameron Street east.
- Ashburton High School:** Cass Street.
- Allenton Primary School:** Harrison Street.
- Ashburton Borough Primary School:** Short Street.
- Ashburton East Primary School:** Wellington Street.
- St. Joseph's Primary School:** Havelock Street.
- Sacred Heart Secondary School:** Sealy Street.

PUBLIC HALLS

- Ashburton R.S.A. Hall:** West Street.
- Radiant Hall:** Wills Street east.
- Forresters' Hall:** Tancred Street.
- Hampstead Memorial Hall:** Oxford Street.
- Canterbury Centennial Sports Hall:** Tancred Street.

This page is presented by
R. F. LYNN & CO. LTD.,
11-15 Baker St., Ashbur-
ton, Joinery Manufactur-
ers, Builders' Merchants,
and Builders.



An air pageant at Ashburton's Airport

V. C. Browne

CHURCHES

St. Stephen's (Anglican): Tancred Street.

St. Andrew's (Presbyterian): Havelock Street.

Church of Holy Name (Roman Catholic): Sealy Street.

Methodist Church: Baring Square east, also Middle Road.

Baptist Church: Havelock Street.

Trinity (Presbyterian): Oxford Street.

Trinity (Presbyterian): Allens Road.

Church of Christ: Wills Street.

Salvation Army Citadel: Cameron Street.

Seventh Day Adventist: Cass Street.

THEATRES

Regent: Wills Street east. Telephone 724.

St. James: Tancred Street east. Telephone 139.

ASHBURTON AIRPORT

There is a good airfield about three miles from the Post Office, and regular feeder services operate from here to link with the main air routes from Christchurch. Aero Club members also use this airfield. The airport is an alternative landing ground for regular airlines when Christchurch airport is weather-bound.



**For the Latest
BOOKS and
MAGAZINES.**



**Text Books and
Stationery for
all Schools.**



**Specialists in
Meccano and
Hornby Trains.**

NEWTON JONES LTD.

**BOOKSELLERS AND STATIONERS
EAST STREET, ASHBURTON**



Ayton Studio

Ashburton Club and Mutual School of Arts

This handsome building in Burnett Street is a well-known Ashburton landmark. It houses the Ashburton Club and Mutual School of Arts, whose facilities for members rival those of any other club in New Zealand. The club has a long waiting list for membership.

car parks. The track is considered one of the best grass courses in New Zealand and fast times are generally recorded. Excellent training tracks are provided for both gallopers and trotters. It is situated on the main highway about an hour's run from Christchurch, and meetings of both clubs are well attended not only by patrons in the district but also by visitors from Christchurch and other parts of the country.

The Ashburton Trotting Club has achieved a high reputation through its progressive policy of high stakes and its pioneering of Classic racing for young horses.

The Ashburton district is known throughout the Dominion as a breeding centre and many of New Zealand's top class horses during the last 50 years have been bred in the county.

ASHBURTON GOLF CLUB

The history of this Club goes back to the beginning of the century when the game was played on the racecourse, but in 1923 the club purchased its own property on the south bank of the Ashburton River and there constructed an attractive 9-hole course. In 1953 it moved to a new property of 120 acres just off the main north highway and within a mile of the centre of the town. A comprehensive programme of tree planting was at once commenced, principally with shelter belts of conifers around the boundaries. Planting will be continued with ornamental trees, and in a few years the course will present a very beautiful picture, set against a background of the distant Alps.

The present playing length of the 18-hole course with a bogey of 73 is 6,140 yards, with the capacity for considerable extension of this distance. The fairways are already well grassed and in good playing condition, and at this early stage of development the greens are good and give promise of being excellent. Visitors have been generous in their praise of the course, especially as a well drained and dry winter course for which they predict a promising future.

The club offers a welcome to visiting golfers.

SPORTS

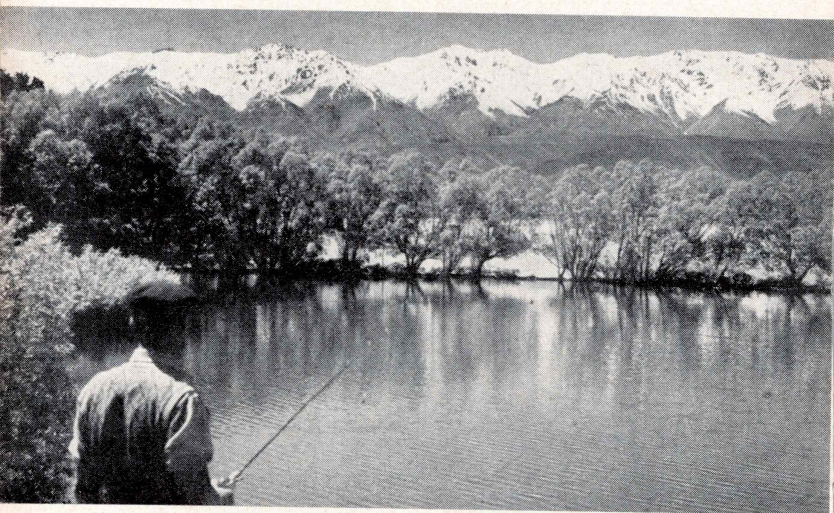
Playing fields for tennis, cricket, rugby football, hockey, archery, basketball, and other games are situated in the Ashburton Domain. Bowls are also catered for within the domain grounds on two greens controlled by the Ashburton Bowling Club, and there are other greens in the borough at the Hampstead Bowling Club and the Allenton Sports Club. Croquet greens in the domain are used by the Waireka Croquet Club and the Ashburton Croquet Club. Fine greens are also available at the Allenton Sports Club centre. Indoor sports facilities in the town include badminton, table tennis, indoor basketball, squash, and fencing. Ashburton golfers are well served by a new 18-hole course on the north-east side of the racecourse and within one mile of the centre of the town. There are also courses at Methven, Mayfield, and Rakaia.



E. W. Crumpton

Fishing on the Ashburton Sea Coast

Salmon, trout, and groper are among the fish taken in these waters. Presented by BRAYS CORDIALS, Ashburton.



E. W. Crumpton

Angling at Lake Heron

This photograph of one of Ashburton's most popular fishing lakes is presented by the ASHBURTON ACCLIMATISATION SOCIETY, who will be pleased to advise visiting anglers.

FISHING

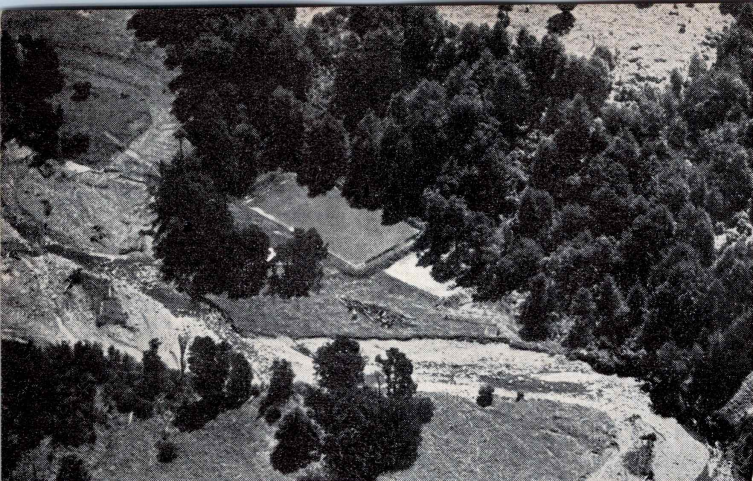
Ashburton is the centre of one of the finest angling localities in the Dominion; indeed the sea-run trout, rainbow trout, and quinnat salmon are second to none in the Southern Hemisphere, and it is little wonder that angling appears to be the most popular sport in the county. The season is usually from 1st October to 30th April, but salmon fishing in the upper reaches of the Rakaia and Rangitata Rivers is prohibited after 31st March. The season for the back country lakes commences on 1st November and closes on the last day of April.

THE LAKES: In the spring the back country lakes offer excellent fishing and maintain a good average of rainbow and brown trout until after Christmas, when the event of the salmon run draws many fishermen away from the lakes. **Lake Clearwater** is regarded as a perfect brown trout lake and gives fine fishing with wet and dry rod, while **Lake Camp**, which was recently opened to bait cast fishing, also gives excellent bags of rainbow, which are liberated in the lake as fry. **Lake Heron**, a larger lake in the Mount Somers district, contains land locked salmon in great numbers and is well stocked with trout. On the opening day in November 1953, for instance, 107 fish were taken by 40 members of the Anglers Club. The Ashburton Acclimatisation Society does fine work in keeping the waters stocked with fish. During the past season rainbow fry were liberated in Lakes Heron, Camp, Spider, and Donn, brown trout in Lake Clearwater, and trout and salmon in Lakes Heron and Emma.

THE RIVERS AND THE SEA: The fame of salmon fishing in the three main rivers of the county is well deserved. The **Rakaia River**, which rises in the elevated mass of the Southern Alps, is the largest river in the county, and is regarded by many as the finest salmon river in Canterbury. It is famous for sea-run trout at the river mouth, where the local society has erected a fishermen's hut. Over a hundred rods can often be counted in the sea at the mouth of the **Ashburton River**, and during the 1953-4 season over 1,050 fresh-run quinnat were taken from the sea and the lagoon. Nearby there is a small reserve for licensed anglers and a store with telephone. There is also a camping ground, owned by the County Council, where tents may be erected and caravans parked beneath the trees. The **Rangitata River** provides excellent salmon runs and dozens of fishermen line the banks throughout the season. At the river mouth there are facilities for visiting anglers, and a favourite spot upstream is near the traffic bridge on the main south road. There is good fly fishing in both the upper and lower reaches of the **Hinds River**, and it is interesting to note that *Salvelinus Fontinalis*, or American brook trout, which give an added thrill to angling, may be caught upstream.

ASHBURTON ACCLIMATISATION SOCIETY

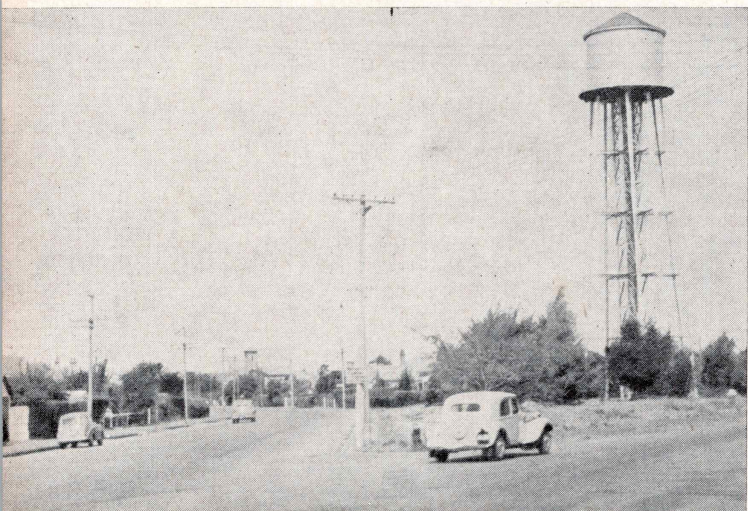
The Society controls angling in the district and is responsible for the stocking of its waters with young fish and also for ranging



Stavely Ice Skating Rink

V. C. Browne

This view of the ice rink set amid native bush is presented by L. R. McNALLY, General Plumbing Contractors, Ashburton.



The Water Tower, Havelock Street West

M. R. Muir

This view of a familiar Ashburton landmark is presented by BUXTON & THOMAS LTD., Provision Merchants, Ashburton.

the lakes and rivers. It has its own fish hatchery at Tinwald, where hundreds of thousands of rainbow trout ova and salmon ova are hatched each year. The fry are liberated in lakes in the Ashburton and North Canterbury districts to maintain fish stocks. The society also controls anglers' reserves at the mouths of the Ashburton, Rakaia, and Rangitata Rivers, where members may rent allotments for their fishing huts.

RIFLE SPORT AND FEATHERED GAME

Game animals and birds introduced into New Zealand have generally thrived better than in their native countries and although all game animals are now classed as vermin and may be hunted without restriction, a licence is required for all game birds under the control of the Ashburton Acclimatisation Society. The only outlaw is the Canadian goose which is hunted whenever the opportunity offers, but generally by organised drives. Great gaggles of geese are to be found near most of the back country rivers and lakes.

Game birds under licence include grey, mallard, and spoon-bill duck, also black swan, quail, and chukor. This latter, a native of the Himalayas, now has a strong hold in the hilly regions and provides good shooting.

Although rabbits are not as plentiful as a few years ago there are still enough to give a good day's outing with rifle or gun. Hare drives are popular during the winter. Opposums are also plentiful but are not generally regarded as sporting animals, but merely as pests.

Perhaps the most popular rifle sport is hunting the red deer, hundreds of which can be found in almost any part of the hilly country, more especially in the more remote regions. Easter is probably the best time, as at this period the stags are in their prime, and as the first frosts are felt they begin their mating, with the accompanying roaring, the thrill of the hunter. Many splendid heads have been obtained in the rugged mountain country, but the climate can be severe and the rivers often dangerous. Chamois too are well established in the hills and provide fine sport for those hardy enough to climb high to reach their habitat.

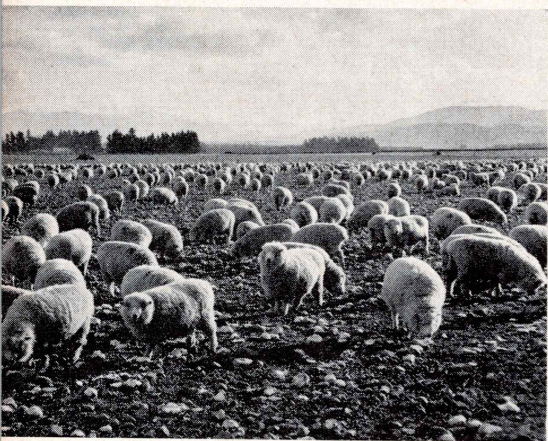
Successful shooting expeditions depend on local knowledge and visitors are advised to consult authorities in the district.

ICE SKATING

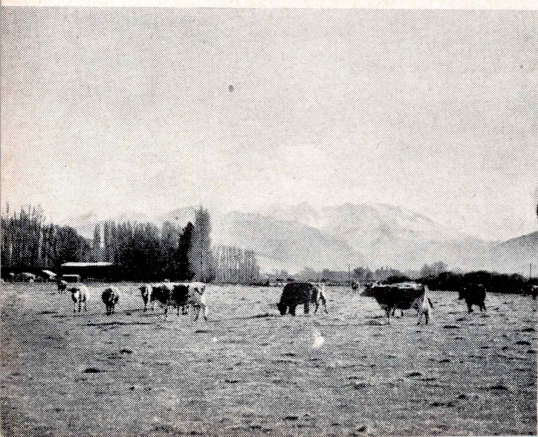
There are two excellent ice skating rinks within a short distance of Ashburton: The **Staveley** rink, near Mount Somers, has an area of three-quarters of an acre of ice and is set amid beautiful native bush. It is reached by a flat road 28 miles from Ashburton. The car park is three minutes' walk from the rink. The **Mount Hutt** ice rink is only six miles out of Methven and some 27 miles from Ashburton. Conditions here are not always reliable as the rink is open to warm north-west winds. Like Staveley, the rink is flood-lit at night.



**Ploughing
on the plains
near Methven**

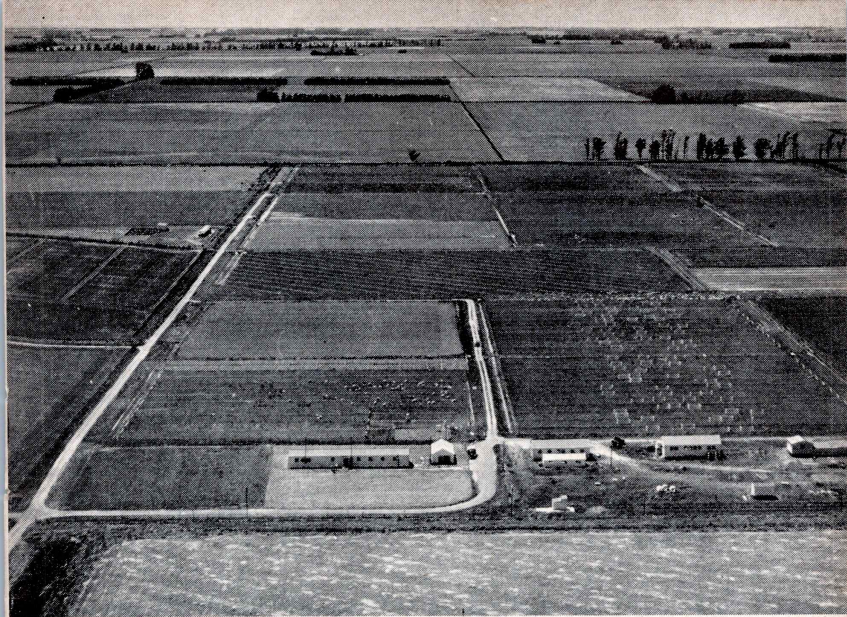


**Romney sheep
feeding on
turnips**



**Dairy cattle
near the
foothills of
the Alps**

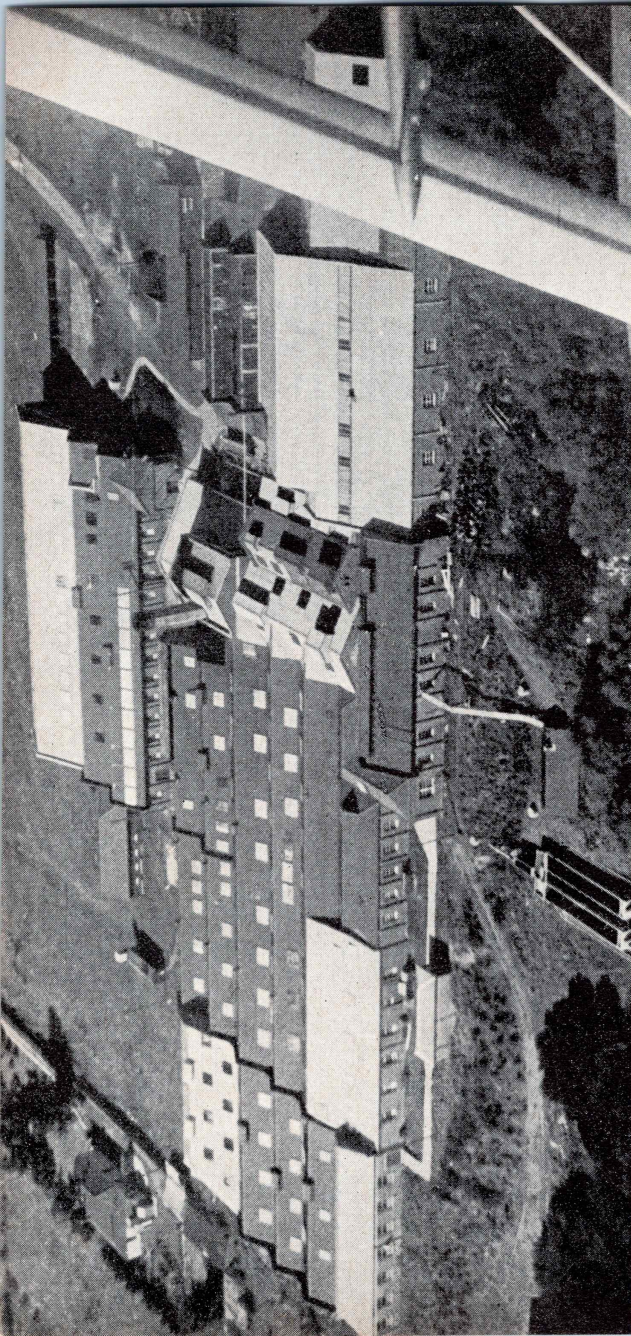
R. V. Francis Smith



Auster Airways

**Winchmore Research Station, 12 miles from Ashburton,
investigates the effects of irrigation on the plains of
Mid Canterbury.**

These two pages showing something of the
farming resources of the Ashburton district
are presented by the
MID-CANTERBURY STOCK & STATION
AGENTS' ASSOCIATION.



An Important Ashburton Industry

The extensive woollen mills where LANE, WALKER, RUDKIN LTD. manufacture woollen and worsted yarns for use in their Christchurch knitting factory. The mills also produce piece goods for garments, such as woollen coatings and worsted suitings. **Robinwul** bedspreads and **Canterbury** travel rugs are also made at Ashburton. The mills employ 162 men and 49 women, who are well served with staff cafeteria and other amenities. Further employment is available, particularly for girls.

RAKAIA

Farming and saw milling township on the south bank of the Rakaia River which is crossed by a mile long bridge opened in 1939, the longest traffic bridge in New Zealand. Good fishing. Main south highway passes through Rakaia, and side road branches to Methven (22 miles). Methven Branch Line meets main railway system at Rakaia Junction.

TINWALD

Independent town district on the south side of the Ashburton River, two miles from Ashburton by the main highway. Altitude 303ft. Centre of farming district. About ten miles to the south is the famous Longbeach estate. On main trunk railway.

HINDS

Eleven miles south of Ashburton on the main highway and rail. Farming and sawmilling centre. Named after Rev. Dr. S. Hinds, a member of the Canterbury Association which was responsible for the settlement of Canterbury in 1850. Good view to the west up Rangitata Gorge to Two Thumbs Range, named by Samuel Butler.



Stewart Studio

Andy Todd's Hotel, Rakaia

When you go to Rakaia
Andy Todd you must see
He's the popular Mine Host
Where the Salmon kings boast.



Allenton Shopping Centre

A modern block of shops in the nearest suburb of Ashburton. This space is presented by E. C. BATHURST, Allenton.



Ayter Studio

The Regent Theatre, Wills Street

This theatre has been recently reconstructed and brought to the most modern standard in N.Z. Screenings are held twice a day at this Ashburton social rendezvous.

METHVEN

Situated near the base of the outer ranges of the Southern Alps, 21 miles from Ashburton and 22 miles from Rakaia. Centre of important farming district. Terminus of branch railway from Rakaia Junction. Altitude 1,035ft. Its position is almost midway between Rakaia and Ashburton Rivers. One of the earliest portions of the county to be taken up for settlement.

MOUNT SOMERS

Township serves farming and such diversified industries as coal mining, mining for silica sand, and lime works. District is rich in minerals. Named after Bishop Somers. Situated 30 miles from Ashburton, near the mountains. Altitude 1,188ft.

MOTOR TRIPS FROM ASHBURTON**RANGITATA RIVER MOUTH AND HUTS (26 miles)**

Follow South Highway through Hinds to corner on left where sign points to Coldstream. Follow this road, turning right after passing Coldstream homestead at signpost to Rangitata Huts. Return can be made via Lowcliffe or coast road.

Burnett's Motors

★ CARTAGE AND GENERAL CONTRACTORS

★ Manufacturers of
FARM TRACTOR TRAILERS, GRAVITY FUEL
TANKS, STEEL CONSTRUCTED HAY SHEDS,
FARM ROLLERS.

★ Distributors of
MOUNT SOMERS COALS, AGRICULTURAL
LIME.

★ Agents for AUSTIN OF ENGLAND.

★ MAIN ROAD GARAGE & SERVICE STATION

BURNETT'S MOTORS LTD.

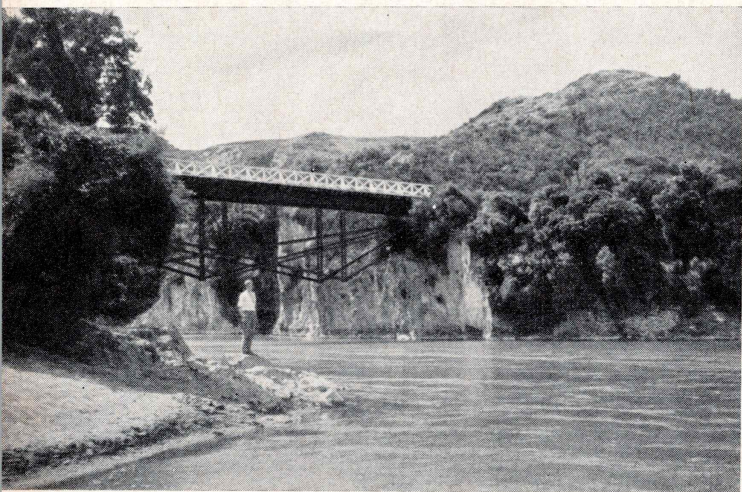
East Street - Ashburton



M. R. Muir

The longest traffic bridge in N.Z.

A view of the Rakaia Bridge presented by L. & M. KERR, Booksellers, Stationers, and stockists of Fancy Goods, East Street, Ashburton.



R. V. Francis Smith

The Rakaia Gorge

This view of the picturesque Rakaia Gorge,, a short motor drive from Ashburton, is presented by SMALLBONE BROS., LTD., Ashburton.

LONGBEACH (16 miles)

Leave South Highway past Tinwald at Longbeach sign (4 miles); turn left and follow sealed road past Willowby and Eiffel-ton Schools to Longbeach, passing homestead on right. Continue past implement sheds to cross small bridge then turn right along this road. Soon a left turn leads to the Hinds River; do not cross, but turn right and follow river to main highway near Hinds. Turn right to Ashburton.

ASHBURTON RIVER MOUTH AND WAKANUI BEACH (33 miles return)

Proceed via Moore Street (east side) and at 4 miles turn right at signpost to river mouth. Continue along winding road till Huts are reached (12 miles). Returning via Wakanui Beach, turn right at top of terrace and follow signs to beach. Leaving the beach road, turn right and return by sealed road to Ashburton.

WESTERFIELD—MT. SOMERS—STAVELEY—METHVEN (Round trip)

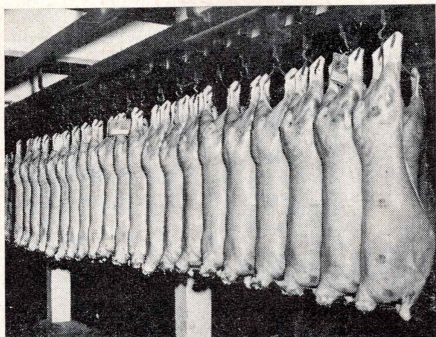
South Highway to Tinwald (2 miles) then cross railway and follow sealed road through Lagmhor and **Westerfield** to Mount Somers signpost (21 miles). (Road to left is to Mayfield, 1½ miles). Continue over Irrigation Race and South Ashburton River bridge; here turn left to **Mount Somers**. Turn right past Trust Hotel to rejoin main highway. Continue over Irrigation Race and Bowyers Stream to **Staveley**. (Road to right from store is to Ashburton, via Springburn and Greenstreet.) Follow road through Bushside, over Taylors Stream, past Alford Forest store and school, and after crossing North Ashburton River bridge turn right and follow road to **Methven**. Turn right at hotel to return to Ashburton (21 miles).

LAKES CLEARWATER (50 miles) **AND HERON** (54 miles)

Proceed as to Mount Somers, then turn left past hotel on road to **Ashburton Gorge**. Pass lime works and coal mines then follow winding road to Barossa Stream and Blowing Point bridge and on to Hakatere. Here road to right leads to **Lake Heron** (10 miles) and straight ahead is to **Lakes Clearwater** and **Camp** (6 miles). This road continues on to Mount Potts (14 miles) and Erehwon (20 miles).

RAKAIA GORGE AND LAKE COLERIDGE

Follow Havelock Street West past Ashburton Borough Council offices and Water Tower and continue along sealed road to **Methven** (21 miles). Proceed straight ahead following signposts. By large woolshed at **Mount Hutt** turn right (road to left is to Upper Rakaia Gorge) and descend sharply to **Rakaia Gorge** bridges. Continue uphill until the main Lake Coleridge road is met. At woolshed on corner turn left and after crossing Acheron River bridge proceed straight ahead to the power house. (Road on right is to Lake Coleridge intake, also to Lake Lyndon, 11 miles).

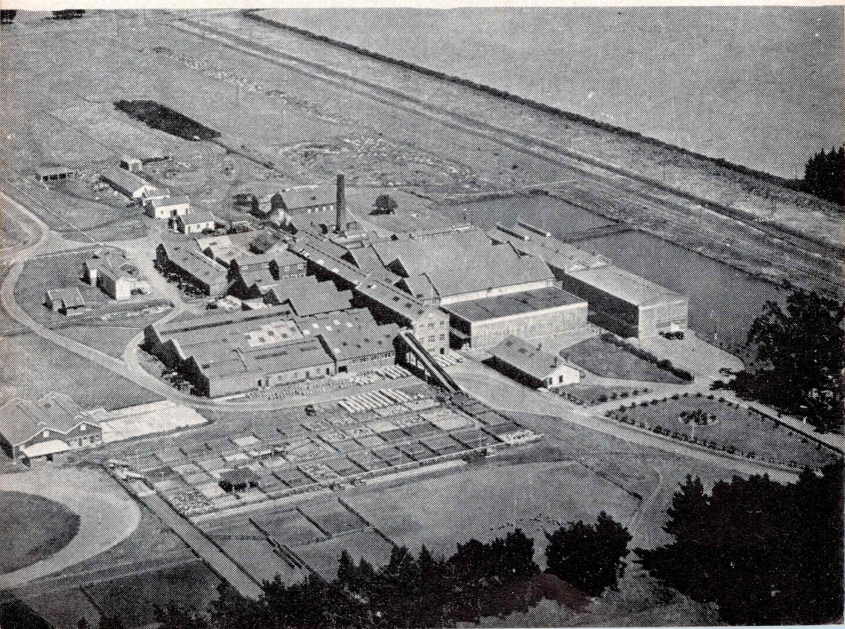


**Prime Canterbury
lamb at Fairfield
Freezing Works**

Green & Hahn

The Fairfield Freezing Works at Westerfield, near Ashburton. Killing of mutton and lamb for export to the United Kingdom commenced in 1899. Annual output for the Mid-Canterbury area is now approximately 500,000 sheep and lambs.

Auster Airways



ASHBURTON CLUB AND MUTUAL SCHOOL OF ARTS

The facilities provided by this club compare favourably with any in the Dominion. The club is housed in a pleasing modern building situated in Burnett Street, and amenities for members include billiards rooms, indoor bowling greens, lending library, lounge, well appointed bar, and other facilities.

ASHBURTON R.S.A.

The Ashburton Returned Services Association has a financial membership of 1,453, of whom some 1,000 live in or near the town, the remainder being spread amongst the five sub-branches, Methven, Alford, Mayfield, Hinds, and Dorie-Pendarves-Seafield. The spacious club rooms in West Street were purchased in 1944 and have been well equipped and furnished. Amenities available to members include a lounge bar, six billiards tables, three indoor bowling greens, dry canteen, cafeteria, ladies' lounge, and concert hall with modern grand piano. This hall is also available to local organisations and to the public for dances, meetings, etc. Judging from the remarks of visitors to the club rooms, it is true to say that the Ashburton R.S.A. possesses one of the finest clubs and is one of the most active associations in New Zealand.

AGRICULTURAL AND PASTORAL ASSOCIATION

The Association's primary object is to foster and encourage the agricultural and pastoral industries. Its first venture was an Annual Show, and today a Ram Fair, Flock Sheep Competition, and an Export Lamb Competition are also organised. Today the Association has nearly 800 members. The Showgrounds are extensive, with first class yards and buildings. The Annual Show is always a very popular event with both town and country people.

ASHBURTON CRECHE ASSOCIATION

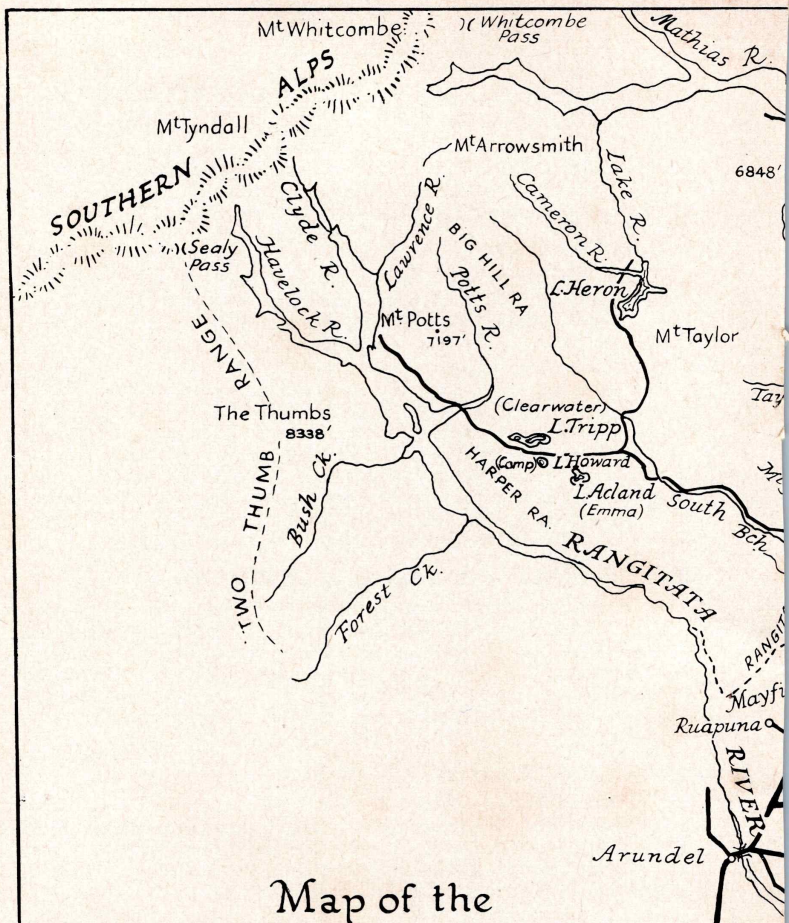
Situated in the Community Centre in Tancred Street is the Ashburton Creche which supplies a day nursery and which offers a valuable service for mothers who can leave their children safely at this central point while they attend to shopping and other business. A full time nurse is in charge.

CAVENDISH CLUB

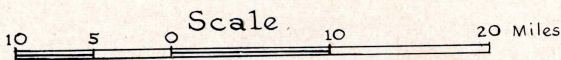
This ladies' club is situated in Havelock Street and provides for its many members with afternoon teas, bridge, lounge, library, repertory, and other facilities.

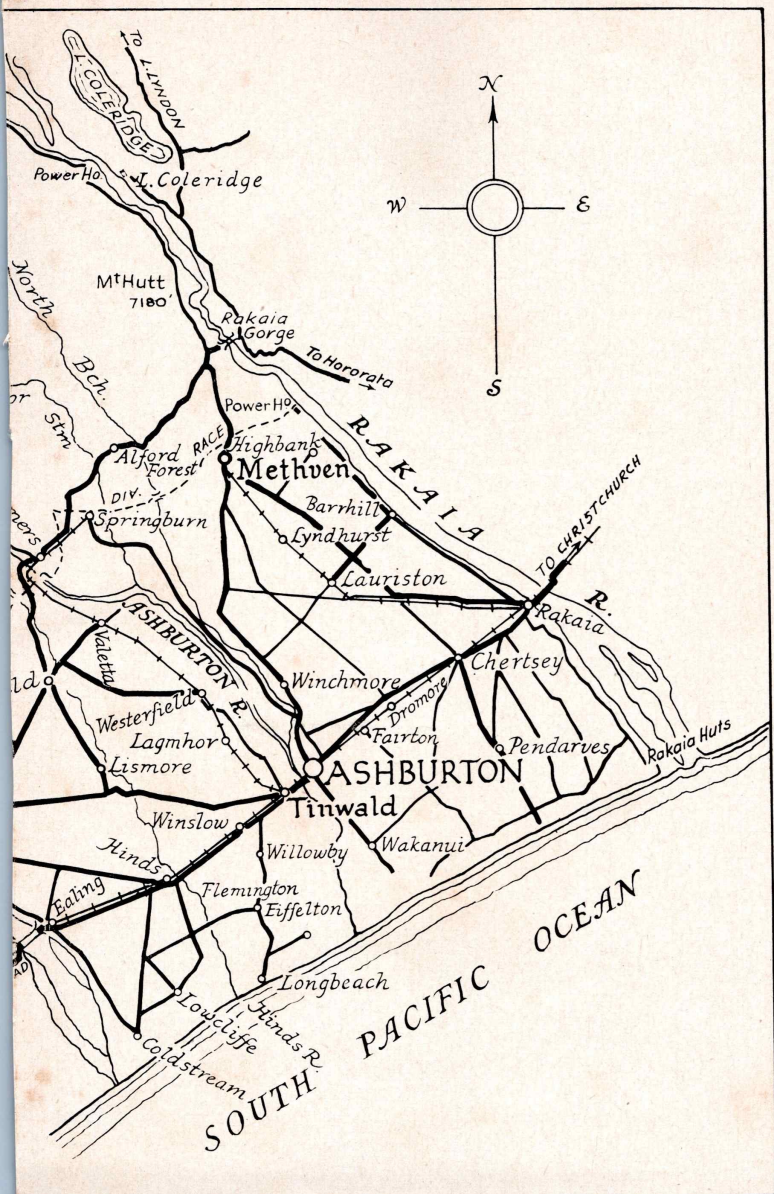
ASHBURTON VETERINARY CLUB

The Ashburton Veterinary Club was formed in 1950 to provide a veterinary service in the county for owners of small animals. Membership is open to persons or organisations engaged in farming in the district. The club commenced with one veterinarian and 295 members and the membership has now risen to



Map of the ASHBURTON COUNTY







Ross Mackay

The Main Stand, Ashburton Racecourse

This page is presented by the
 ASHBURTON COUNTY RACING CLUB
 and the
 ASHBURTON TROTTING CLUB

A Trotting Meeting at Ashburton

Stewart Studio



over 650, with two veterinarians employed. The club operated from very small premises for the first few years but in 1954 moved to its present building in Burnett Street West. This contains a dispensary, a surgery where operations on small animals can be performed, a large store room for keeping supplies, and offices.

THEATRE AND MUSIC

Ashburton has several organisations interested in the cultural activities of the district. These include the Ashburton Musical Club, the Ashburton Choral Society, and an active Repertory Society which presents regular productions. The Savage Club is well supported and a strong Rotary Club comprised of business men meets regularly. There are two theatres: the St. James in Tancred Street, and the Regent, in Wills Street, the latter a new building, recently completed. Bus transport to Christchurch is arranged for special theatre performances and important sporting events in the city.

ASHBURTON LICENSING TRUST

After being "dry" for forty years, Ashburton voted for Trust Control, and shortly after its election in July 1950 the Licensing Trust commenced operations. In Ashburton the Devon, a four-star Trust hotel of 27 bedrooms and catering for 38 guests has become popular with the travelling public during the past two years. In the town also there is the Hotel Somerset and two bottle stores. At Hinds, on the main south road, is an attractive wayside inn (three-star plus) and at Mount Somers an identical hotel has been built to serve the township and fishermen who travel to the lakes. At Mayfield the Trust has a bar and bottle store.

ALLENTON SPORTS CLUB

This club was founded in 1925 when a section of land was purchased in Allenton suburb; it has twice been added to and now covers over four acres. It caters for bowls, tennis, and croquet, and the club membership is over 200. There is a full sized bowling green, also eight tennis courts and four full croquet lawns. The grounds are frequently used for tournaments of local and visiting players. The club has its own water reticulation system. During the winter evening entertainment is provided in the pavilion.

RACING AND TROTTING

Followers of racing and trotting are well catered for at Ashburton where the Ashburton County Racing Club and the Ashburton Trotting Club are well established. Each club has four days' racing, making a total of eight days in the year.

The racecourse, which is occupied jointly by these clubs, is only one mile north of the post office and is one of the best appointed country courses in the South Island. Amenities include modern stands, electric totalisator, spacious lawn enclosures, and



Coronation Park Motor Camp

On main highway $\frac{1}{2}$ -mile north of Ashburton shops. Four acres, sunny and well sheltered. Cabins available, electric points, hot showers, caravan plugs, canteen. Stewart G. Nelson, owner-caretaker, telephone 969K.



A busy corner, Ashburton

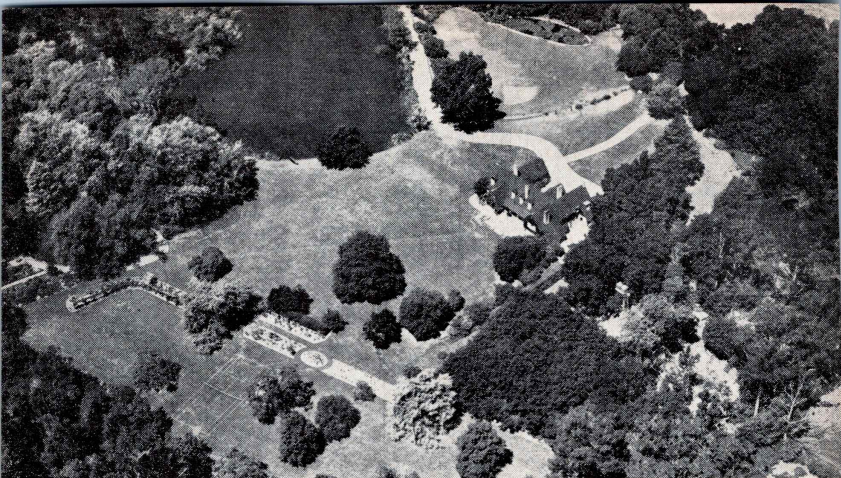
M. R. Muir

Featured in this Ashburton street scene is HAYS—a modern shopping centre where visitors can be assured of friendly service.



The Smithfield Award for the South Island district fat lamb competition, 1953-54, went to Mid-Canterbury, and the first prize for the best pen of three lambs to Mr P. H. Olorenshaw of Lyndhurst, Ashburton County. The lambs were killed at the Canterbury Frozen Meat Company's Fairfield works. This photograph, taken in London after the judging in April 1954, shows Mr F. W. Salisbury (left) a director of J. Sainsbury Ltd., and Mr S. A. Chisholm, British representative of the New Zealand Meat Producers Board, examining the prize-winning entries.

These pages are presented by the
CANTERBURY FROZEN MEAT & D.P.E. CO. LTD.



V. C. Browne

Longbeach homestead from the air

A view of the homestead with its beautiful gardens, lawns and trees, and artificial lake, presented by AUTOLINES ASHBURTON LTD.



R. V. Francis Smith

Sheep on the plains near Methven

This typical country scene in the Ashburton district is presented by FRANK NICHOLLS LTD., Oil & Colour Merchants, East Street, Ashburton.

EARLY ASHBURTON RUNS

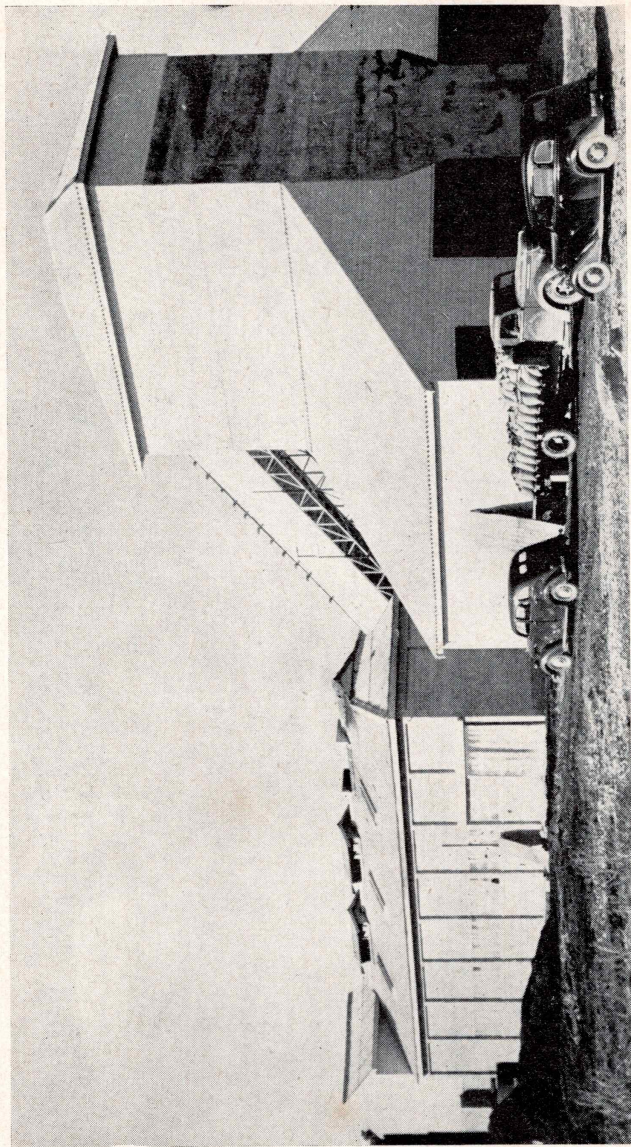
THE FIRST SHEEP STATIONS in the Ashburton district to be taken up and occupied were the Acton Estate near Rakaia, Westerfield, Tancred and Allan's run, Shepherd's Bush, Wakanui, Longbeach, Coldstream, Anama, and the Springfield Estate near Methven. Of course, much of the land in the early days was bought and sold many times over without being occupied until much later. Indeed many speculators never saw the land and had no knowledge of it beyond what was indicated on the provincial maps.

The best known station is **Longbeach**, where Her Majesty, Queen Elizabeth II stayed during the Royal Visit to New Zealand in 1953-4. It was named by J. E. FitzGerald, who became the first Superintendent of Canterbury. FitzGerald was a member of the partnership which took up the run in 1857, but in 1864 it passed into the hands of John Grigg, with Thomas Russell of Auckland, as partner. Grigg's motto was "The best pays the best" and his devotion to the breeding of sheep, cattle, and horses made him determined to select for Longbeach the best stock procurable in any part of the world. In 1882 the partnership was dissolved and the sale that followed was the largest and most important that had ever taken place in the colony. It lasted for five days (sleeping accommodation was provided for 1,500 visitors) and realised a total of £35,037/12/8. John Grigg was a big buyer and having acquired the ownership of the estate and the pick of the stock he began reclaiming the rich swampy parts of the 32,000 acre run. Brick and pipe kilns were built on the estate, and with an immense amount of capital and labour, energy and courage, Grigg built "the best farm in the world."

By 1896 he had under grain crop no less than 3,047 acres in wheat (with a yield of nearly 50 bushels per acre), over 700 acres in barley, 1,787 in oats, 274 in peas, 925 in turnips, 728 in rape, 25 in mangolds, 10 acres in potatoes, besides fields of carrots, tares, rye, etc. At this time the run was reduced to 14,000 acres. A total of 150 miles of pipe draining had been laid. In those days from 20,000 to 45,000 sheep and lambs were being fattened each year on Longbeach, and for many years 3,000 pigs were annually kept on the station. Bacon and ham were sent to Australia, and Longbeach butter, which was also made in large quantities, always commanded the highest prices on the Canterbury market. Permanent employees numbered about 170.

The present estate is only 3,000 acres, but is still farmed by the Grigg family and a statue in Baring Square, Ashburton, does honour to a remarkable pioneer.

The **Springfield** run near Methven, a solid block of some 18,000 acres first farmed by Gould and Cameron and later by Duncan Cameron alone, was also a station on which an enormous amount of rough pioneering work had to be done, and which later became famous for its wonderful crops. As much as 5,000 acres of wheat



The largest lime works in the Ashburton district

From this modern plant, built in 1950 for VICTORY LIME LTD., at Caves Creek, Mount Somers, comes an annual output of 40,000 tons of lime. Up-to-date machinery, including a giant tractor and roter, is used to quarry the lime and to carry it to the works.

were grown in a single season, which was said to be a record for any property in Australia or New Zealand. Some of the first experiments in irrigation were also made here. Duncan Cameron was the grandfather of the British Cabinet Minister, Duncan Sandys, a son-in-law of Sir Winston Churchill, and Mr Sandys paid a visit to the old Springfield homestead when he was in New Zealand recently.

A prominent run holder of the early days was Charles Reed, a squatter from Victoria who always wore the picturesque white moleskin trousers, blue shirt, and cabbage tree hat. He owned **Westerfield**, a run of 42,500 acres, and in 1869 built the first water race in the district, a channel of six miles which brought water from the Ashburton River. Such a project had been declared impracticable by engineers of the time, but the experiment was so successful that the County Council undertook the elaborate system of water race reticulation which has played such a big part in the development of the district. Today they cover 2,300 miles and serve every farm in the county.

Among the many other interesting early stations was **Alford Forest** where Andrew McFarlane converted a tract of exceedingly rough country into cultivated fields. McFarlane also had a great deal of prospecting carried out, for gold, tin, coal, and diamonds. In the 80's it was believed that rich fields of diamonds lay in this area and the whole face of the mountains from Mount Hutt to the Rangitata was taken up in diamond prospecting leases. Shares in Christchurch companies were sold at figures ranging from £10 to £50 and Andrew McFarlane even had several hundred acres of his homestead block surveyed into quarter-acre sections; the site to be known as Diamond Town. Unfortunately three days before the sale of these sections by public auction a report arrived from England that the sample stones sent for testing were not true diamonds.

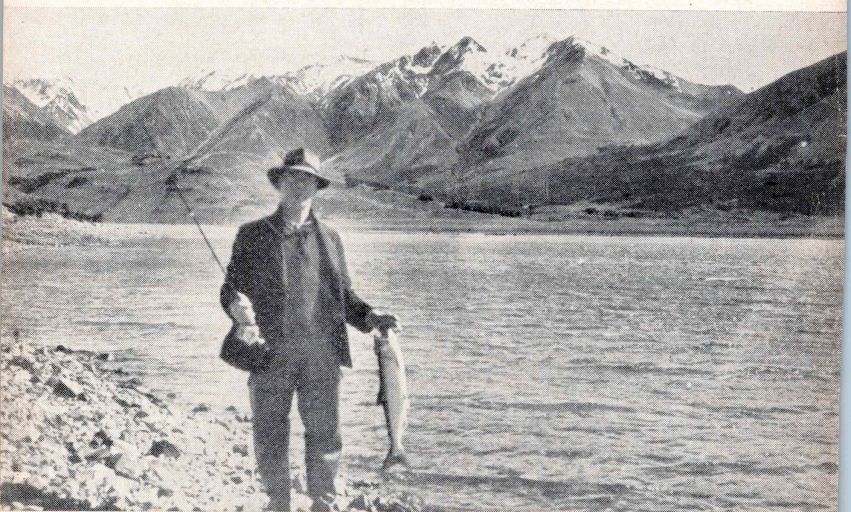
Another famous station was the high country run called **Mesopotamia**, which was owned by Samuel Butler and which inspired the setting for his great satirical novel, "Erewhon". Butler arrived in Canterbury in 1860 and after exploring some of the province took up Run No. 367 near the headwaters of the Rangitata River. He later added to this and formed the Mesopotamia station. Butler built a sod cottage near Forest Creek, but unfortunately it has since fallen into ruins. He even installed a grand piano, hauled in by bullock dray. During the four years he spent on Mesopotamia Butler wrote articles for the Christchurch "Press", and from the ideas contained in these he later developed his famous book "Erewhon". He also wrote the letters which were later published as "A First Year in the Canterbury Settlement". He had no knowledge of farming when he arrived but managed to double his capital before returning to England.

Another remarkable pioneer was E. Herring who broke in some of the roughest country on the Ashburton plains, and Col. Studholme's Coldstream estate is also worthy of mention.



An Early Ashburton Plantation

Most of the big plantations in the County have been planted by the well known and long established firm of J. MILLICHAMP & SONS LTD., Ashburton, the largest tree nursery in New Zealand.



E. W. Crumpton

Trout fishing at Lake Coleridge

Presented by PHAUPS HOSIERY LTD., manufacturers of woollen hosiery for men and boys, children's three-quarter hose, golf and football hose. More women operators are required in this Ashburton factory.

PLANTATIONS

The first travellers on the plains of Ashburton found an expanse of waving tussock swept by strong north-west winds and without a single tree to provide shade or shelter. Many miles of sod fences were built but the force of the old time nor'wester was such that often even the soil from the paddocks was blown away, fences were buried and obliterated, and stock could wander at will.

Recognising the great need for shelter belts of trees, the County Council took over the control of thousands of acres of land for planting, and this action, together with extensive private planting, completely changed the climate; not only was the force of the seasonal nor-west wind broken but more rainfall also resulted. These first plantations were mostly *pinus radiata*, blue-gums, and larches, and were planted purely for shelter, but as they matured they became valuable timber assets, providing wood for buildings, packing cases, mine props, farm gates and fences, and even railway sleepers, and giving employment to a considerable number of men. The returns have been used to extend the plantations and to replace cut over areas, usually averaging some 300 acres per year.

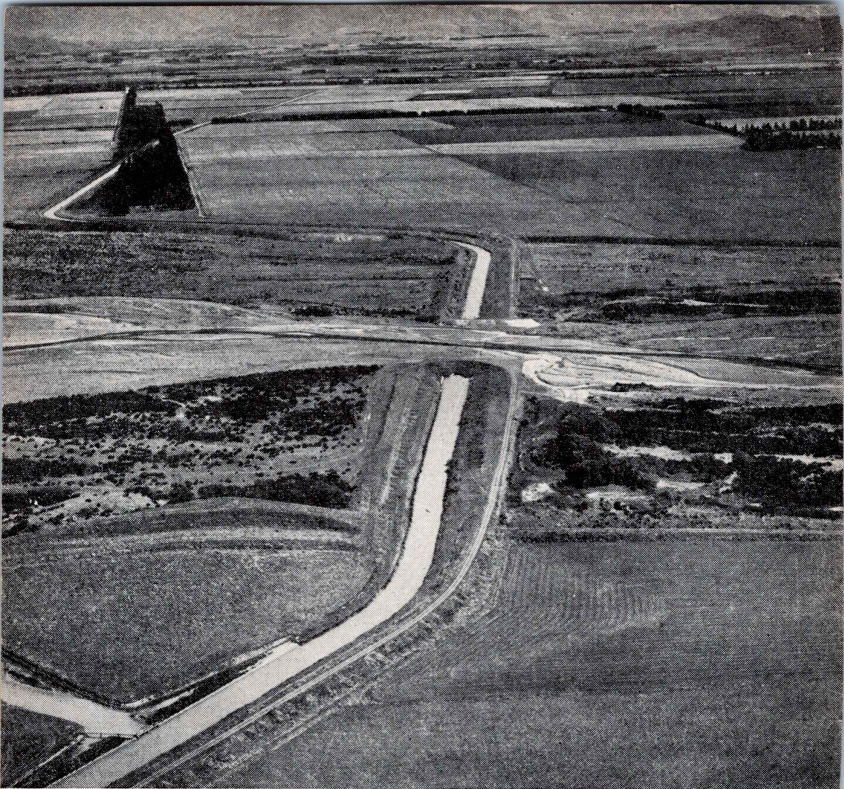
The young trees are planted 9 feet apart, 538 to the acre, and a block of timber matures in from 35 to 40 years. The quantity of timber per acre varies with the age and condition of the trees, the quality of the soil, and the rainfall. On light land trees are liable, after heavy rain, to be blown over or damaged by gales, and to lessen this risk they are often milled before they are quite mature and top heavy. Fire is also a hazard and the risk of this is reduced by ploughing fire breaks, removing the undergrowth, and cutting away the lower branches. The co-operation of the public is asked to help prevent the start of disastrous fires.

Thousands of ornamental trees have also been planted along the roads and highways, notably the fine Centennial Plantation just north of Ashburton which is always a source of admiration to travellers. Some of the magnificent specimen trees in the Ashburton Domain are without equal in the Dominion. No district is more "tree conscious" than Ashburton, and no district has benefited more from wise and judicious planting.

MINERAL WEALTH

Deposits of coal, lime, perlite, pottery clay, silica sand, and building stone are found in considerable quantities in the Ashburton district.

There are several varieties of lignite or brown coal in the country between the south branch of the Ashburton River along the foot of the hills to Mount Hutt. Thousands of tons of Mount Somers coal have been worked and two mines are still operating there. In 1887, to encourage this industry, the County Council built an eight-mile tramway to connect the principal mine with



V. C. Browne

The Rangitata Irrigation Canal

An aerial photograph, showing the Rangitata water race where it is siphoned under the Ashburton River. This page is presented by TEKAU KNITWEAR LTD., whose high quality products are known throughout New Zealand.

the railway at Mount Somers. It is interesting to note that for some years the price of this coal was £1 per ton delivered to Ashburton.

There are four lime works in the Ashburton County: two at Mount Somers, one at Cavendish, and one at Staveley. Excellent pottery clay is found at Mount Somers, also important deposits of perlite, a valuable insulating material.

Mount Somers building stone was used extensively in the early days, and during the 1884 building boom in Melbourne thousands of tons were quarried, cut, and shipped to Australia. Unfortunately the boom burst and it was not all paid for but several buildings in the city of Melbourne stand as monuments to the high quality of Mount Somers stone, which keeps its colour better than the softer Oamaru stone. Across the river at Anama are deposits of pink freestone and at least one building in Christchurch, the old Union Bank, was built of material from these quarries.

The silica sand deposits are said by experts to be practically inexhaustible and the sand reported to be one of the highest quality for glass making. An attempt to exploit these deposits was made some years ago when the Southern Cross Glass Company built a glass manufacturing factory just north Ashburton, but unfortunately the venture did not succeed.

Geologists have expressed the opinion that there is oil beneath the Ashburton plains, but although exploratory bores have revealed oil in some places it has not yet been found in payable quantities.

IRRIGATION

Ashburton County contains the largest irrigation scheme in New Zealand, the water being taken from the main race which is drawn from the Rangitata River, run along the foothills and discharged into the Rakaia River, some 45 miles away from the intake. At the end of the race the water is fed through the **High-bank Power Station** which houses the largest single generator in the South Island. This station is rated at 28,000 kilowatts but has generated a maximum of 31,000 kilowatts. This water race, with a further one at Hinds, irrigates a large part of the county and is being still further extended to increase the productivity of the district. The progress of the Canterbury Plains is closely tied up with the development of this great irrigation scheme. The first experiments with water races were made in 1896 by Charles Reed of Westerfield Station and later by Duncan Cameron of Springfield run. Their success encouraged the County Council to use water races on a large scale to counteract the risk of drought which hampered the development of some parts of the district. As early as 1878 the Ashburton County Council voted £10,000 for irrigation, and work started at Pudding Hill in 1880. Further development followed and the present comprehensive scheme was undertaken by the government in 1933. Today the country has 2,300 miles of water races which serve every farm within its borders.

VISITING SPORTSMEN

WE CAN SUPPLY THE VERY BEST
IN SPORTING EQUIPMENT

Our Wide Range includes Everything for:—



23lb. salmon from
the Ashburton
River

ANGLERS
SHOOTERS
GOLFERS
ICE-SKATERS
CAMPERS
TRAMPERS

INFORMATION ABOUT LOCAL CONDITIONS
GLADLY GIVEN

TUCKERS

WEST STREET, ASHBURTON

Established 1875

The Oldest Family Business in Ashburton

AT YOUR SERVICE



with EVERY BANKING FACILITY for Travellers and Others

TRAVELLERS' CHEQUES

Keep your funds safe when travelling, yet always handy. Use B.N.Z. Travellers' Cheques. Readily negotiated. Obtainable in £2, £5 and £10 denominations from the Bank of New Zealand (any Branch), Government Tourist Bureau, and Thos. Cook & Sons.

LETTERS OF CREDIT

Letters of Credit and Travellers' Cheques for overseas travel are available from any Branch of the Bank of New Zealand.

CHEQUE ACCOUNTS

Handle your finances the business-like way — pay by B.N.Z. cheque. You are invited to discuss the opening of a current cheque account.

SPECIAL SERVICE

B.N.Z. Travel Officers meet overseas planes at Auckland, Wellington and Christchurch and overseas passenger liners at Auckland and Wellington and other ports, with facilities for the purchase and sale of travellers' cheques, drawings under letters of credit and exchange of foreign currency.



**MORE THAN 320
BRANCHES & AGENCIES
IN THE DOMINION**

This Guide Book

is one of a series covering the following regions:

- | | |
|-----------------|--------------------|
| ★ NELSON | ★ MARLBOROUGH |
| ★ WESTLAND | ★ CHRISTCHURCH |
| & BULLER | ★ SOUTH CANTERBURY |
| ★ ASHBURTON | ★ NORTH OTAGO |
| ★ CENTRAL OTAGO | & OAMARU |
| ★ DUNEDIN | ★ SOUTHLAND |

They are published by the South Island Publicity Association, a non-profit organisation founded in 1935 to advance the interests of the South Island. Since that time it has produced and distributed all over the world more than a million units of good publicity.

Unlike similar organisations overseas, the Association is not subsidised by the Government but relies on the help of public-spirited local bodies, business firms, clubs and associations, and on private members.

You will be welcome as a member.

Annual subscription for private members is one guinea. Voting membership for organisations is two guineas and above. Members receive free copies of all regional guide books, also **Journeys**, the Association's quarterly travel magazine.

Write to the Secretary

**THE SOUTH ISLAND PUBLICITY ASSOCIATION OF
NEW ZEALAND (INCORPORATED)**

14 Oxford Terrace. P.O. Box 830, Christchurch, N.Z.

THIS GUIDE BOOK has been made possible by the generous support of local advertisers and sponsors. Every effort has been made to see that the information it contains is accurate and up-to-date but any suggested improvements will be welcomed. All the material is copyright and may not be reproduced without permission.